

# **Exhibit B**



FAO Schwarz

Benjamin

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FAO Schwarz

3 hrs ·

Our beloved toy store is bringing the magic to 30 Rockefeller Plaza as it has us [#ReturnToWonder](#) here in [#NYC](#) and we want YOU to be a part of it. Cc: [TicToc](#)



BLOOMBERG.COM

FAO Schwarz Returns to New York


Iconic New York toy store FAO Schwarz is making its Manhattan comebac...

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7 hrs ·




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The Plaza Hotel

Hotel

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scent, and #FAO's trademark giant plush animals greeted visitors near the front door." Cc: [New York Daily News](#) stood on line this past Friday with the rest of the crowd anticipating our big opening... and it was worth it #ReturnToWonder



NYDAILYNEWS.COM

**Back for Christmas, venerable toy store FAO Schwarz ends three-year absence with return to Rockefeller Center - NY...**

197

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**Ashley Sheree** We need another store in Chicago

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**Jennifer Tarantino Turner**

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**FAO Schwarz**

18 hrs ·

"FAO Schwarz toy soldiers are stationed outside of the 49th street entrance, outfitted in brand new uniforms designed by International Supermodel [Gigi Hadid](#). This new uniform, which will be worn at all FAO stores internationally, draws from Gigi's own nostalgia of childhood visits to the toy store and incorporates whimsical elements including a special "Medal of Honor" is worn on the left pocket adorned with the meaningful words 'Celebrate, Wonder, Discover, Share, Together.'" Cc: [Boston Business Journal](#) celebrated our #ReturnToWonder

BIZJOURNALS.COM

**FAO Schwarz Returns to New York With A New Flagship Toy Store - Boston Business Journal**

FAO Schwarz Returns to New York With A New Flagship Toy Store The iconic brand opens on November 16 at 30 Rockefeller Plaza with...

38

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Lauren Rayer DiBlasi



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FAO Schwarz  
19 hrs ·

Highlighting a demonstration by our awesome [#toydemonstrator](#) Magic Plastic is already drawing a crowd during grand opening weekend. Right across the way is also our Transformer section! [#transformers](#) [@transformersofficial](#)

[#ReturnToWonder](#) [#NewYork](#) [#rockefellercenter](#)... [See More](#)









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**Jade Sturmhoevel** Do you have the muppet workshop?  
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**FAO Schwarz**  
19 hrs ·

Having fun on the plaza with our always amazing Toy Soldiers! Another great picture from opening weekend! [#ReturnToWonder](#)  
Thanks!@beckyewchuk [#Repost](#)  
. . .

A big thank you to @faoschwarz for being so kind to our Lana during their grand opening on Friday! We had SUCH a blast, and I'm certain that Lana will remember all of this for DECADES to come! ☐  
[#faoschwarz](#) [#returntowonder](#) [#rockefellercenter](#) [#online\\_newyork](#)  
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  beckyewchuk

69 2 Comments 3 Shares

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**Kenneth C Hartzog** He was our FAO Soldier for our tour on December 24, 2014! Hope to see him again when we visit at Christmas this year!

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**Bill Varney** Best soldier yet! That mustache!

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